

**In Reply Refer To:**

**1132 (912)**

**March 16, 1999**

Information Bulletin No. WY-99-044

To: Field Managers and Deputy State Directors

From: Associate State Director

Subject: Customer Service Comment Cards

Per WO Instruction Memorandum No. 99-047 Interim Guidance: 1999 Preliminary Annual Work Plan (PAWP) Guidance for Customer Research and Customer Service, Wyoming is required to conduct customer research and customer service activities to improve the Bureau of Land Management's service delivery to customers.

One avenue of obtaining that customer data is through the use of customer comment cards. These cards are intended to provide BLM with better information about what is important to local customers in their transactions with us, and gather objective information regarding the effectiveness of actions plans to increase customer satisfaction. We are expected to take action on information received from the comment cards.

The revised comment cards have been approved by the Office of Management and Budget (OMB). There are comment cards for the following external customer groups:

- ! Grazing Permits & Leases
- ! Information Access Center
- ! Land Management Transactions
- ! Mining Claim Recordation
- ! Oil and Gas Leases
- ! Recreational and Educational Users
- ! Recreational Permittees
- ! Rights-of-Way Customers

Additionally, there is a general Customer Comment Card for any area not covered by a specific programmatic card.

### Use of Cards

Comment cards will be distributed to all fields offices and organizational units based on input from State Office program leads. All field offices or organizational unit must stamp their organizational code (i.e., WSO 912) on every card distributed. Without the code number, it is impossible to identify the originating office of the card.

A comment card should accompany all final transactions (ie., upon completion of a right-of-way application process, with an annual grazing billing, information requests in public rooms, etc.) whether in person or by mail. Additionally, each Wyoming field office or organizational unit is to specify one day a month in which a customer comment card (programmatic or general) will be included in each piece of correspondence to an external customer.

One of the most effective uses of comments cards is at the conclusion of a face-to-face meeting with a customer. Employees are strongly encouraged to provide a face-to-face customer with an appropriate comment card at the end of a transaction. Additional ways in which offices are encouraged to use the cards include:

- on display in public room areas
- special events or activities
- available at recreational sites or facilities

Additional comment cards can be obtained via the Printed Material Distribution Services (PMDS) at the National Business Center (<http://web.blm.gov/nbc/bc650b/pmds/index.html>).

### Reporting

At the conclusion of 2nd quarter FY99, the total number of comment cards given to customers should be entered in the Management Information System (MIS) along with performance measure and workload measure data. The information required will be submitted as part of all subsequent workload measure reporting cycles; the entry will include the number of comment cards, by customer group, distributed during the reporting window.

The reply address for all comment cards is Washington Office. Upon receipt of cards, readable copies of the original cards and the results by identified field offices will be delivered to the Wyoming State Office. The copies will be forwarded to the identified originating office. Copies of significant comments or issues needing immediate attention will be quickly forwarded to the office of origin.

At the end of each calendar quarter, the Management Systems Group, WO-830, will deliver a report on the results from the comment card process directly to the State Director, Associate State Director, and State Customer Service Lead representative. These reports will identify improvement needs for both work processes and data gathering. They will be broken down into 11 categories of the most common products or services being surveyed. These categories

correspond to BLM's subject/function codes. An additional category A9999 Other@ is added to capture input not specifically related to or identifiable as one of the original 11 categories. All Wyoming offices will be expected to take appropriate action to improve customer service based on information provide in these quarterly reports.

Field Office Contact

Each Field Office and State Office Division is to identify an employee who will be responsible for serving as a contact for customer service issues and for collecting the required distribution information on comment cards for MIS. Names of contacts are to be submitted to State Director (WY-912) by April 2, 1999.

If you have any questions regarding the use of customer comment cards, please contact Customer Service Co-Leads Terri Trevino at (307) 775-6020 or Lynn Nachtigall at (307) 775-6039.

Signed by:  
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Associate State Director

Authenticated by:  
J. Camargo, Staff Assistant  
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